

WFFF 201 Humboldt St Rochester, NY 14610-1093

American Media & Advocacy Group 815 Slaters Lane Alexandria, VA 22314

CPE

Phone/Fax Buyer Name Sales Office

Comments

New Hampshire 10/18/16-10/24/16 Trump for president - Nab sent via email. Pymt to fo LLow.

Billing Type

Brand Product Schedule Dates Salesperson Agency Advertiser Contract # 521/967/8018 (565145) Political - President (1071) American Media & Advocacy Group (13167) Donald Trump/US President/Republican (77297) 10/18/16-10/24/16 1441286 Entered By Demo 60-09 Last Modified Date Entered

09/30/16

By Broadcast Month
Oct. 2016

Spots 22 22

Rate \$7,175.00 \$7,175.00

Burlington (WFFF)

Grand Total:

Account Types Standard National/Political 521/967/8018 MediaAssistant,, Katz - Washington DC Katz - Washington DC, Washington DC (1179) Order Type Sales Tax Net Total Commission Commission % Package Deal Headline # 09/30/16 Elizabeth F. Guy \$1,076.25 15.00 \$6,098.75 ECR25322641 8 Normal

ccepted-Agency/Advertiser: Date: Accepted-Station:	CONF		11.0.1 Closed Preempt 10/19/16	11.0 Normal Line / SPOT 10/19/16-10/19/16 4 :30 9P- Empire	10.0 Normal Line / SPOT 10/24/16-10/24/16 4 :30/7:30P- Big Bang Theory 2	9.0 Normal Line / SPOT 10/21/16-10/21/16 4 :30 7:30P- Big Bang Theory 2	8.0 Normal Line / SPOT 10/20/16-10/20/16 4 :30/7:30P- Big Bang Theory 2	7.0 Normal Line / SPOT 10/19/16-10/19/16 4 :30 7:30P- Big Bang Theory 2	6.0 Normal Line / SPOT 10/18/16-10/18/16 4 :30 7:30P- Big Bang Theory 2	5.0 Normal Line / SPOT 10/24/16-10/24/16 4 :30/7P- Big Bang Theory 1	4.0 Normal Line / SPOT 10/21/16-10/21/16 4 :30 7P- Big Bang Theory 1	3.0 Normal Line / SPOT 10/20/16-10/20/16 4 :30 /P- Big Bang Theory 1	2.0 Normal Line / SPOT 10/19/16-10/19/16 4 :30 7P- Big Bang Theory 1	1.0 Normal Line / SPOT 10/18/16-10/18/16 4 :30/7P- Big Bang Theory 1	Line Type / Break Type (Ref #) Dates Sec Length Run Times
tation: Date:	CONFIRMATION CONTRACT			1 × \$550.00	1 X \$400.00	1 \$40	1 \$40	1 X 1 \$40	1 × 40	1 X \$350.00	1 \$350.00	1 \$350.00	1 × 35	1 × 35	SPW Mo Tu We Th Fr Sa Su Spots Rate
Comments:			Burlington (WFFF)	0.00 Burlington (WFFF)	0.00 \$400.00 Burlington (WFFF)	\$400.00 \$400.00 Burlington (WFFF)	\$400.00 \$400.00 Burlington (WFFF)	\$400.00 \$400.00 Burlington (WFFF)	\$400.00 \$400.00 Burlington (WFFF)	0.00 \$350.00 Burlington (WFFF)	0.00 \$350.00 Burlington (WFFF)	0.00 \$350.00 Burlington (WFFF)	\$350.00 \$350.00 Burlington (WFFF)	\$350.00 \$350.00 Burlington (WFFF)	Total Station
		S TOTAL PARTIES	Schedule Change/Exception	EMPIRE	BG BNG THRY B	BG BNG THRY B	BG BNG THRY B	BG BNG THRY B	BG BNG THRY B	BIG BNG THEORY	Comments				
	·			9/30/16	9/30/16	9/30/16	9/30/16	9/30/16	9/30/16	9/30/16	9/30/16	9/30/16	9/30/16	9/30/16	Entered

Acc



WFFF 201 Humboldt St Rochester, NY 14610-1093

815 Slaters Lane American Media & Advocacy Group Alexandria, VA 22314

Line

Line Type / Break Type (Ref #)

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Length

Run Times

SPW Mo Tu We Th

Ţ Sa ភ

Spots

Rate

\$225.00

\$450.00 Burlington (WFFF)

Station

Comments LOCAL 44 NEWS

Entered 9/30/16

LOCAL 44 NEWS

9/30/16 9/30/16

\$225.00

×

:30 10P- Local 44 News at

:30 10:30P- Local 44 News at 10:00pm

:30 10P- Local 44 News at 10:00pm

×

12.0 Normal Line / SPOT

14.0 Normal Line / SPOT 13.0 Normal Line / SPOT

15.0 Normal Line / SPOT

16.0 Normal Line / SPOT

Schedule Dates Contract # Advertiser American Media & Advocacy Group (13167) 10/18/16-10/24/16 Political - President (1071)

Donald Trump/US President/Republican (77297) 1441286 СО-ОР Entered By **Last Modified** Date Entered Headline #

Demo 09/30/16 ECR25322641 Elizabeth F. Guy 09/30/16

Burlington (WFFF)

Oct. 2016 By Broadcast Month

<u>Spots</u> 22

Rate

\$7,175.00 \$7,175.00

Product 유 Brand Agency Comments Billing Type Phone/Fax **Buyer Name** Account Types Sales Office Salesperson National/Political Katz - Washington DC Katz - Washington DC, Washington DC (1179) 521/967/8018 (565145) 521/967/8018 New Hampshire 19/18/16-10/24/16 TRUMP FOR PRESIDENT - NAB SENT VIA EMAIL. PYMT TO FO MediaAssistant,, Net Total Package Deal Order Type Sales Tax Commission Commission % 15.00 \$6,098.75 \$1,076.25 Normal Grand Total:

Accepted-Agency/Advertiser: Date: Accepted-Station: Date: Comments:		CONFIRMATION CONTRA	INTRACT		an Marian and a second and a se	
	Date:	Accepted-Station:	Dauex	Comments:		

19.0.1 Closed Preempt

10/23/16 10/23/16-10/23/16 10/23/16-10/23/16 10/23/16-10/23/16 10/24/16-10/24/16 10/21/16-10/21/16 10/20/16-10/20/16 10/19/16-10/19/16 10/18/16-10/18/16 Dates

19.0 Normal Line / SPOT

17.0 Normal Line / SPOT

18.0 Normal Line / SPOT

:30 12:58P- NFL on FOX Game

×

\$1,000.00

\$1,000.00 Burlington (WFFF) \$175.00 Burlington (WFFF)

NFL GM1 NFL GM2

LOCAL 44 NEWS LOCAL 44 NEWS LOCAL 44 NEWS LOCAL 44 NEWS

9/30/16 9/30/16 9/30/16

Burlington (WFFF) Burlington (WFFF)

Advertiser Instructions/Exception

9/30/16 9/30/16 \$175.00

\$225.00 \$225.00

\$225.00

\$450.00 Burlington (WFFF) \$450.00 Burlington (WFFF) \$450.00 Burlington (WFFF) \$450.00 Burlington (WFFF)

\$1,250.00

:30 4P- NFL on FOX Game 2

:30 10P- Local 44 Weekend :30 10P- Local 44 News at :30 10P- Local 44 News at

10:00pm

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WFFF does not discriminate in advertising contracts on the basis of race, ethnicity or gender and further require that in the preformance of all WFFF advertising agreements require that each party not discriminate on the basis of race or ethnicity.

Accepted-Agency/Advertiser: WFFF does not discriminate in advertising contracts on the basis of race, ethnicity or gender and further require that in the preformance of all WFFF advertising agreements require that each party not discriminate on the basis of race or ethnicity. Date: Accepted-Station: CONFIRMATION CONTRACT Date: Comments:



125 West 55th St New York, NY 10019

REV- 7 4p-7p W REV- 3 9p-10p

Day/Time

P

Program

Rate Rating

Len 10/18 10/19 10/20 10/21 10/22 10/23 10/24

10/18 - 10/24

EMPIRE NFL GM2

\$1,250. 00 \$550.00

Contract # 25322641 CPE: 521/967/8018
Agency: AMER MEDIA &
ADVOCACY GROUP 815 SLATERS LANE

Product: New Hampshire Agency Order #: 5440584

ALEXANDRIA, VA 22314

Changes as of: 10/15/2016 at 6:18 PM Flight: 10/18/16 - 10/24/16 Advertiser: TRUMP, DONALD

Office: WASHINGTON

Primary Demo: Adults 18+

Station: WFFF
Market: Burlington-Plattsburgh

Version: Current State Version 2

Total Spots: 22 Total CPP: \$194.44 Total GRP: 36.9

Total \$: \$7,175.00

Traffic #: 1441286

Con Type: POLITICAL/VOTE
Assistant: LAILA DAFTARI
202-872-5880

Comments: RVSD TO REMOVE N/A SPOTS PENDING APPROVAL ON MAKE-GOODS Buyer: MediaAssistant, AMAG Salesperson: RACHELLE RAY -Washington DC 202-872-5880

Separation:

Spots Total Total СРР

GRP

TOTAL	4.0	<u>.5</u>
:S	30	3
4	0	0
4	0	1 ₩0
4	0	0
4	0	0
0	0	0
2	1 ▶ 0	0
4	0	0
(2:2:-:		ters
22	0	0
\$7,175.00 \$194.44	\$0.00 \$312.50	\$0.00 \$366.67
36.9	0.0	0.0



Contract # 25322641 Agency: AMER MEDIA & ADVOCACY GROUP CPE: 521/967/8018 815 SLATERS LANE

ALEXANDRIA, VA 22314

Changes as of: 10/15/2016 at 6:18 PM Flight: 10/18/16 - 10/24/16

Advertiser: TRUMP, DONALD

Station: WFFF
Market: Burlington-Plattsburgh

Total Spots:

23

Total \$: \$7,175.00

Total GRP: Total CPP: \$194.44

36.9

Version: Current State Version 2

Office: WASHINGTON

Agency Order #: 5440584 **Product:** New Hampshire

Salesperson: RACHELLE RAY -Washington DC 202-872-5880 Buyer: MediaAssistant, AMAG

Primary Demo: Adults 18+

Con Type: POLITICAL/VOTE

Assistant: LAILA DAFTARI 202-872-5880

Separation:

Traffic #: 1441286

Order Level Comments

Special Instructions

125 West 55th St New York, NY 10019

Date/Time

Added by

Comment

09/30/16 3:17 PM 09/30/16 3:51 PM 09/30/16 3:50 PM 10/15/16 6:17 PM RACHELLE RAY -Washington DC System RACHELLE RAY - Washington DC Elizabeth Guy Line 3 Empire 1x 10/19 due to Pres. Debate MG offer 1x 10/19 Lethal Weapon8-9P Sect 5 \$550
Line 7 NFL No Late Game That Day. MG offer 1x 10/18 Brooklyn99/New Girl 8-9P Sect 5 \$400 and 1x 10/18 Scream Queens 9-10P Sect 5 \$400 1x 10/21 Hell's Kitchen 8-9P Sect 5 \$400 and 1x 2.5 Men @ Sect 5 \$50 w/o 10/18 Tu-F, M
Please advise Thanks! 10/18/16-10/24/16 TRUMP FOR PRESIDENT - NAB SENT VIA EMAIL. PYMT TO FOLLOW Notice Received. RVSD TO REMOVE N/A SPOTS PENDING APPROVAL ON MAKE-GOODS

	Competitive Information
	Compounts information
Market Budget: \$42,206	\$42,206
WFFF Share: 17%	17%
Comment:	
WCAX: 43%	43%
WPTZ: 40%	40%

					-
36.9	\$194.44	\$7,175.00	22	100%	Total
36.9	\$194.44	\$7,175.00	22	100%	
GRP	CPP	Dollars	Spots	% Distrib	Day/Time
		Daypart Summary	Daypar		

\$7,175.00	22	Total
\$7,175.00	22	016-Oct
Dollars	Spots	Month
nary	Monthly Summary	

ad derector	\$8,975.00 \$8,975.00	\$8,975.00		24	Confirmed	Washington DC	9/30/16 3:11 PM Washington DC	New
	\$0	\$0					9/30/16 3:19 PM	Queued for Electronic Contracting
	\$0	\$0			Confirmed	Elizabeth Guy	9/30/16 3:50 PM Elizabeth Guy	Makegood 1
Changes: Total Spots from 24 to 22, Calculated Dollars from \$8,975.00 to \$7,175.00, Total GRPs from 42.4 to 36.9, Total CPP from \$271.67 to \$194.44, Competitive Market Budget from \$52,794 to \$42,206, Comments from 10/18/16-10/24/16 TRUMP FOR PRESIDENT - NAB SENT VIA EMAIL. PYMT TO FOLLOW. to RVSD TO REMOVE N/A SPOTS PENDING APPROVAL ON MAKE-GOODS., User Entered \$ from \$0.00 to \$7,175.00, Total \$ from \$8,975.00 to \$7,175.00. 2 buylines added or modified.	\$0	2 \$-1,800.00	2		Revised	10/15/16 6:17 PM Washington DC	10/15/16 6:17 PM	Revision
Comment	\$ Chg Contract \$	\$ Chg	Spot-	Spot+	Status	Created by	Created/Received Created by	Trans
	,	Transaction History	Trans					

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS (KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE ETHNICITY.

STATE OF THE WALL ATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. SRDER,